



# Advance Monthly Retail Sales

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## DECEMBER 1975

The Bureau of the Census, U. S. Department of Commerce announced today that total sales of retail stores in December, after adjusting for seasonal variations and trading day differences, were estimated at \$52.1 billion. This adjusted figure was about 3 percent above November 1975 and 15 percent above December sales of last year. The adjusted December estimates, excluding the automotive group, were 2 percent above November and 13 percent above December sales of last year. Sales for the full year 1975 amounted to \$584.8 billion, about 9 percent above 1974.

Adjusted sales of durable goods stores increased 6 percent over November, while nondurable goods stores were about 2 percent above November. Compared with sales for December 1974, durable goods stores increased 23 percent, while nondurable goods stores increased 12 percent.

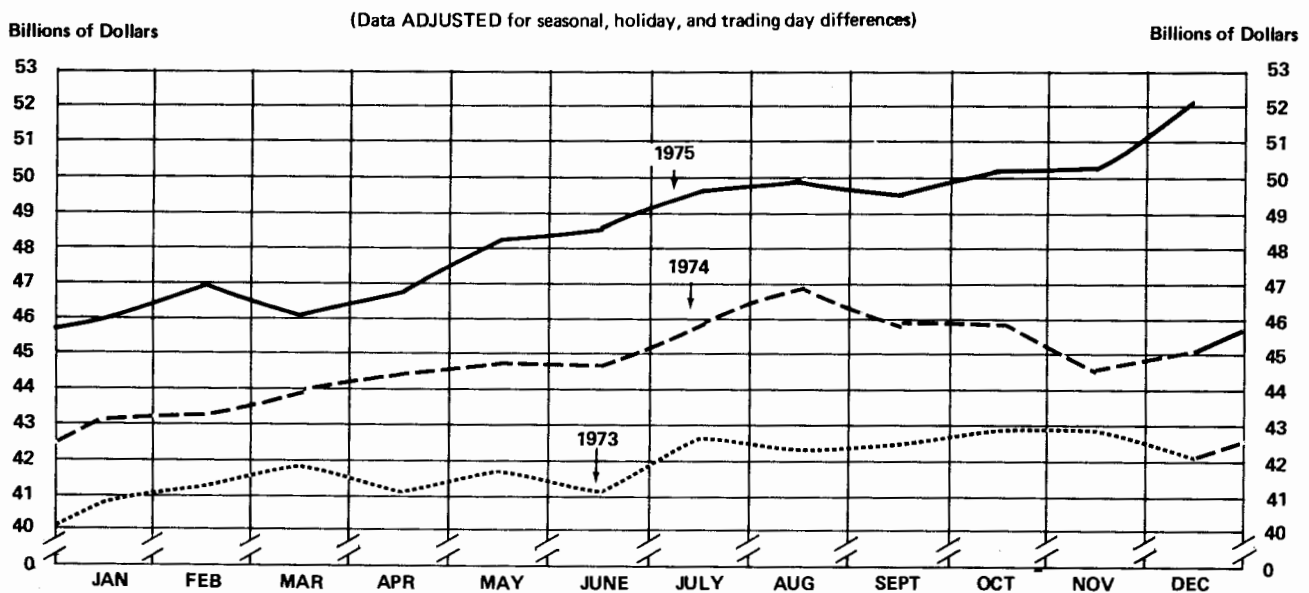
Revised retail sales estimates for November, based on preliminary results from the full sample of retail stores, were about \$0.3 billion below the advance estimate of \$50.7 billion published earlier. Seasonally adjusted sales for November, as revised, were virtually unchanged from October but were 13 percent above November 1974. Excluding the automotive group, these estimates were about 1 percent above October and 11 percent above November of last year. For nondurable goods stores, adjusted November sales were about 1 percent above the previous month and 10 percent above the same month a year ago. For durable goods stores, adjusted sales for November were virtually unchanged from October but were 21 percent greater than November 1974.

The advance sales estimates are based on early reporting of sales for the weeks and part-weeks of the month by a small subsample of the Bureau's retail survey panel. Because retailers' weekly records often differ from their monthly records (in reflecting such items as carrying charges, sales taxes, merchandise returns), the advance estimate can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the sub-sample used for the advance estimates and the full sample can cause a difference. For most months, such differences have been reduced by modifying the advance estimates, prior to publication, on the basis of the relationship between the advance and full-sample data for previous months.

The differences between advance and full-sample estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from 0 to 2 during the last 12 months with a median value of 1. For individual kind of business groups, these differences tend to be higher.

Preliminary estimates for November 1975 and final estimates for October 1975 based on the full sample will also be published later this month in the Monthly Retail Trade report for November (BR-75-11). The complete report will provide sales estimates in greater detail and will present a description of the sample design and the techniques used in developing the estimates. In addition, the complete report will include approximate measures of sampling variability.

## MONTHLY SALES OF ALL RETAIL STORES IN THE UNITED STATES



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U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS

Data on retail trade, published in the Weekly Retail Sales Report, Advance Monthly Retail Sales Report, the Monthly Retail Trade Report, and the Annual Retail Trade Report are available on a single subscription from the Superintendent of Documents, Government Printing Office, Washington, D.C., 20402, at \$30.10 per year. Add \$7.55 for each subscription to a foreign address. Single copies of the Advance Monthly Retail Trade Report are available from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C., 20233 at 25 cents each.

Table 1. ESTIMATED SALES OF RETAIL STORES IN THE UNITED STATES BY KIND OF BUSINESS

(Sales in millions of dollars)

Kind of business	Not adjusted						Adjusted <sup>1</sup>					
	12 month total		1975			1974		1975			1974	
	1975	Percent change from 1974	Dec. <sup>2</sup> advance	Nov. prelim.	Oct. final	Dec.	Nov.	Dec. <sup>2</sup> advance	Nov. prelim.	Oct. final	Dec.	Nov.
Retail stores, total.....	584,798	+9	61,002	50,580	52,046	52,253	46,351	52,098	50,350	50,165	45,109	44,529
Total (excl. automotive group).....	482,875	+9	52,742	42,188	42,312	46,014	39,386	42,380	41,622	41,140	37,483	37,550
Durable goods stores, total.....	180,630	+8	16,734	15,274	16,919	13,353	13,085	16,721	15,787	15,775	13,554	13,035
Nondurable goods stores, total.....	404,168	+9	44,268	35,306	35,127	38,900	33,266	35,377	34,563	34,390	31,555	31,494
Food stores, total.....	131,992	+10	11,969	11,086	11,432	10,678	10,705	11,431	11,299	11,264	10,330	10,455
Grocery stores.....	122,886	+10	11,077	10,333	10,648	9,898	10,013	10,610	10,501	10,501	9,610	9,740
Eating and drinking places.....	47,528	+14	4,114	4,057	4,208	3,621	3,592	4,224	4,191	4,078	3,721	3,715
General merchandise group with nonstores.....	95,809	+7	14,453	9,391	8,226	12,036	8,751	8,748	8,259	7,958	7,371	7,409
General mdse. group without nonstores (except department stores mail order).....	88,945	+8	13,796	8,736	7,531	11,416	8,089	8,157	7,687	7,359	6,758	6,865
Department stores.....	61,100	+9	9,843	6,007	5,104	7,991	5,427	5,657	5,325	5,029	4,608	4,627
Variety stores.....	*	*	*	826	737	1,285	817	*	762	751	684	732
Mail-order houses (dept. store mdse.).....	*	*	*	687	635	602	705	*	488	522	415	499
Apparel and accessory stores, total.....	26,583	+7	3,739	2,398	2,300	3,358	2,191	2,266	2,261	2,243	2,032	1,982
Men's, boys' wear stores.....	*	*	*	546	491	832	506	*	501	491	444	450
Women's apparel, accessory stores.....	*	*	*	935	942	1,285	853	*	880	894	800	766
Shoe stores.....	*	*	*	369	362	411	325	*	363	349	303	307
Furniture, home furnishings, and equipment stores, total.....	26,200	+3	2,992	2,399	2,308	2,533	2,159	2,401	2,359	2,241	2,004	2,067
Furniture, home furnishings stores.....	*	*	*	1,423	1,379	1,368	1,314	*	1,392	1,318	1,193	1,240
Household appliance, TV, radio stores.....	*	*	*	757	721	855	643	*	757	720	617	629
Household appliance dealers.....	*	*	*	443	437	512	397	*	(NA)	(NA)	(NA)	(NA)
Building materials, hardware, farm equipment dealers, total.....	34,218	+5	2,842	2,836	3,343	2,396	2,535	2,956	3,060	2,953	2,539	2,617
Lumber and other building materials dealers..	*	*	*	1,602	1,802	1,241	1,453	*	1,719	1,599	1,412	1,465
Hardware stores.....	*	*	*	517	515	519	444	*	520	490	431	427
Automotive dealers, total.....	101,923	+9	8,260	8,392	9,734	6,239	6,965	9,718	8,728	9,025	7,646	6,979
Passenger car, other automotive dealers.....	*	*	*	7,604	8,936	5,508	6,241	*	7,982	8,274	6,956	6,314
Passenger car dealers (franchised).....	*	*	*	6,701	7,887	4,804	5,446	*	(NA)	(NA)	(NA)	(NA)
Tire, battery, accessory dealers.....	*	*	*	788	798	731	724	*	766	751	690	665
Gasoline service stations.....	43,737	+10	3,678	3,630	3,817	3,406	3,400	3,719	3,670	3,738	3,399	3,397
Drug and proprietary stores.....	18,081	+8	2,094	1,473	1,605	1,914	1,378	1,563	1,565	1,519	1,461	1,402
Liquor stores.....	*	*	*	950	930	1,207	923	*	942	929	886	884

NOTE: Totals include data for kinds of businesses not shown separately.

<sup>1</sup>Advance estimates are not available from the subsample panel for these kinds of businesses.<sup>2</sup>Data adjusted for seasonal variations, holiday, and trading-day differences. (See explanatory material in the Monthly Retail Trade Report, BR-75-11). <sup>3</sup>Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample. NA Not available.

Table 2. PERCENTAGE CHANGE IN SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS

(Adjusted for seasonal variations, holiday, and trading day differences)

Kind of business	Percent change					
	December 1975 advance from--		November 1975 preliminary from--		October 1975 through December 1975 from--	
	Nov. 1975 preliminary	Dec. 1974 final	Oct. 1975 final	Nov. 1974 final	July 1975 through Sept. 1975	Oct. 1974 through Dec. 1974
Total, retail stores.....	+3	+15	0	+13	+2	+13
Total (excluding automotive group).....	+2	+13	+1	+11	+2	+10
Durable goods stores, total.....	+6	+23	0	+21	+4	+20
Nondurable goods stores, total.....	+2	+12	+1	+10	+2	+10
Food stores, total.....	+1	+11	0	+8	+2	+9
Grocery stores.....	+1	+10	0	+8	+1	+9
Eating and drinking places.....	+1	+14	+3	+13	+6	+13
General merchandise group with nonstores.....	+6	+19	+4	+11	+1	+9
General merchandise group without nonstores (except department stores mail order).....	+6	+21	+4	+12	+4	+13
Department stores.....	+6	+23	+6	+15	+4	+15
Apparel and accessory stores, total.....	0	+12	+1	+14	-1	+11
Furniture, home furnishings and equipment stores, total.....	+2	+20	+5	+14	+6	+13
Building materials, hardware, farm equipment dealers, total..	-3	+16	+4	+17	+3	+15
Automotive dealers, total.....	+11	+27	-3	+25	+4	+24
Gasoline service stations.....	+1	+9	-2	+8	-3	+8
Drug and proprietary stores.....	0	+7	+3	+12	+2	+8

Table 3. ESTIMATED SALES OF STORES OF FIRMS OPERATING 11 OR MORE RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1975

(Sales in millions of dollars)

Kind of business	Not adjusted			Adjusted <sup>1</sup>		
	1975		1974	1975		1974
	Nov. prelim.	Oct. final	Nov.	Nov. prelim.	Oct. final	Nov.
Retail stores, total.....	16,595	15,870	15,745	15,803	15,374	14,305
Food stores, total.....	5,853	6,048	5,825	(NA)	(NA)	(NA)
Grocery stores .....	5,785	5,977	5,760	5,879	5,764	5,449
General merchandise group with nonstores...	7,487	6,522	6,956	6,553	6,316	5,909
General merchandise group without nonstores (except department stores mail order).....	7,162	6,175	6,627	6,274	6,040	5,638
Department stores.....	5,337	4,547	4,831	4,748	4,493	4,161
Variety stores.....	680	596	666	615	605	589
Apparel and accessory stores, total.....	628	582	563	579	560	493
Shoe stores.....	158	155	143	154	153	129
Drug and proprietary stores.....	592	594	529	628	601	538

<sup>1</sup>Data adjusted for seasonal variations, holiday and trading day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-75-11). NA Not available

Table 4. ESTIMATED SALES OF RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES

(Sales in millions of dollars)

Area	Not adjusted		
	1975		1974
	Nov. preliminary	Oct. final	Nov.
<b>Standard Consolidated Areas<sup>1</sup></b>			
Chicago, Ill.--Northwestern Ind., total.....	2,071	2,084	1,970
Nondurable goods stores.....	1,520	1,472	1,482
GAF <sup>2</sup> .....	744	686	746
New York-Northeastern N.J., total.....	3,360	3,355	3,229
Nondurable goods stores.....	2,504	2,472	2,490
GAF <sup>2</sup> .....	1,102	1,042	1,045
<b>Standard Metropolitan Statistical Areas<sup>1</sup></b>			
Baltimore, Md., GAF <sup>2</sup> .....	147	133	139
Boston, Mass., GAF <sup>2</sup> .....	241	216	232
Chicago, Ill., total.....	1,919	1,923	1,815
Nondurable goods stores.....	1,412	1,364	1,371
GAF <sup>2</sup> .....	707	652	706
Cleveland, Ohio, GAF <sup>2</sup> .....	141	128	131
Dallas, Texas, GAF <sup>2</sup> .....	165	153	147
Detroit, Mich., total.....	968	989	893
Nondurable goods stores.....	666	658	648
GAF <sup>2</sup> .....	299	269	291
Houston, Texas, GAF <sup>2</sup> .....	184	160	155

Table 4. ESTIMATED SALES OF RETAIL STORES BY SELECTED KINDS OF BUSINESS FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND CITIES--Continued

(Sales in millions of dollars)

Area	Not adjusted		
	1975		1974
	Nov. preliminary	Oct. final	Nov.
Standard Metropolitan Statistical Areas <sup>1</sup> --Con.			
Kansas City, Mo.-Kansas, GAF <sup>2</sup> .....	163	159	154
Los Angeles-Long Beach, Calif., total.....	1,732	1,730	1,624
Nondurable goods stores.....	1,301	1,267	1,228
GAF <sup>2</sup> .....	578	526	518
Minneapolis-St. Paul, Minn., GAF <sup>2</sup> .....	172	166	162
New York, N.Y.--Nassau-Suffolk, N.Y., total <sup>3</sup> .....	2,266	2,285	2,229
Nondurable goods stores.....	1,710	1,697	1,729
GAF <sup>2</sup> .....	762	722	728
Nassau-Suffolk, N.Y., total <sup>4</sup> .....	607	614	565
Nondurable goods stores.....	429	427	411
GAF <sup>2</sup> .....	184	173	170
New York, N.Y., total <sup>5</sup> .....	1,659	1,671	1,664
Nondurable goods stores.....	1,281	1,270	1,318
GAF <sup>2</sup> .....	578	549	558
Philadelphia, Pa., total.....	1,104	1,085	1,020
Nondurable goods stores.....	820	800	771
GAF <sup>2</sup> .....	373	336	335
Pittsburgh, Pa., total.....	576	578	549
Nondurable goods stores.....	448	428	423
GAF <sup>2</sup> .....	192	168	175
St. Louis, Mo.-Ill., total.....	512	537	490
Nondurable goods stores.....	359	347	346
GAF <sup>2</sup> .....	158	146	150
San Francisco-Oakland, Calif., total.....	776	776	697
Nondurable goods stores.....	588	570	528
GAF <sup>2</sup> .....	235	219	205
Washington, D.C.-Md.-Va., total.....	754	770	680
Nondurable goods stores.....	535	530	507
GAF <sup>2</sup> .....	205	197	192
Cities			
Chicago, Ill., total.....	846	828	808
Nondurable goods stores.....	656	623	664
GAF <sup>2</sup> .....	396	371	419
Detroit, Mich., total.....	225	237	237
Nondurable goods stores.....	152	154	161
GAF <sup>2</sup> .....	62	62	68
Los Angeles, Calif., total.....	617	606	606
Nondurable goods stores.....	469	463	483
GAF <sup>2</sup> .....	240	226	238
New York, N.Y., total.....	1,390	1,394	1,397
Nondurable goods stores.....	1,074	1,062	1,100
GAF <sup>2</sup> .....	487	465	469
Philadelphia, Pa., total.....	415	404	389
Nondurable goods stores.....	329	322	315
GAF <sup>2</sup> .....	163	151	153

<sup>1</sup>Definitions of standard consolidated areas and standard metropolitan statistical areas are shown in the Monthly Retail Trade Report BR-75-11. <sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise. <sup>3</sup>Formerly New York, N.Y. SMSA. <sup>4</sup>Includes Nassau and Suffolk Counties formerly included in the New York, N.Y., SMSA. <sup>5</sup>Includes New York City, Rockland and Westchester Counties, N.Y.